



Australian Bureau of Statistics

2030.1 - Sydney ... A Social Atlas, 2001

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Launch of 2001 Census Social Atlas series - Sydney media briefing

The 2001 Census Social Atlas series will officially be launched in Perth on **Monday, October 28, 2002** by Senator the Hon. Ian Campbell, Parliamentary Secretary to the Treasurer.

The Social Atlas for Sydney will also be released at this time. To celebrate this the NSW Regional Director of the Australian Bureau of Statistics (ABS) invites Sydney media to a briefing with a live link to the Perth event.

Details:

Host: Mr John Struik, ABS NSW Regional Director.

What: Launch of the 2001 Social Atlas series and release of the Sydney Atlas by Senator the Hon. Ian Campbell, Parliamentary Secretary to the Treasurer.

When: 1:00 pm sharp, Monday 28 October 2002.

Where: Australian Bureau of Statistics, Level 5, St Andrews House, Sydney Square, NSW 2000.

Why: The Social Atlas series presents colour maps of the key social and demographic characteristics of each capital city, at the time of the 2001 Census. The maps are easy to interpret and are accompanied by a brief commentary explaining main features and characteristics. It provides a primary source of information used by a wide range of government and non-government organisations alike in planning for the future.

Vision opportunities: Television networks requiring broadcast quality coverage and interviews in Perth may need to arrange this through their Perth affiliates.

Media information: A comprehensive information kit containing a publication and CD ROM version of the Sydney atlas will be available at the briefing. The CD ROM is of broadcast and print quality standard.

The Perth launch will be streamed via video link to the briefing in Sydney. Sydney media will have the opportunity to ask questions of the Senator and the Australian Statistician in Perth.

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